

Attorney Docket No.: 16113-0632001

UNOFFICIAL COMMUNICATION FACSIMILE:**EXAMINER KHANH H. LE****ART UNIT: 3682****UNOFFICIAL FAX NO: (571) 273-6721****Number of pages including this page 3**

Applicant : Koningstein
Serial No. : 10/748,682
Filed : December 31, 2003

Art Unit : 3682
Examiner : Khanh H. Le

Title : System and Method for Delivering Internet Advertisements that Change Between
Textual and Graphical Ads on Demand by a User "Morphing Ads"

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

An Applicant Initiated Interview Request Form is attached.

Respectfully submitted,

Date: September 12, 2011

/Michael P. Shepherd/
Michael P. Shepherd
Reg. No. 64,231

Customer No. 26192
Fish & Richardson P.C.
Telephone: (650) 839-5070
Fax: (650) 839-5071

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FISH & RICHARDSON P.C.

SUBSTITUTE PTOL-413A (OS-OS)

DOCKET NUMBER: 16113-0632001

Applicant Initiated Interview Request Form

Application No. : 10/748,682

First Named Applicant: Koningstein

Examiner: Khanh H. Le

Art unit: 3682

Status of Application: Published

Tentative Participants:(1) Mark D. Kirkland - In Person(2) Michael P. Shepherd - By Phone(3) Examiner Khan Le

(4) _____

Proposed Date of Interview: Wednesday, September 14, 2011**Proposed Time:** 1:00 EST (PM)**Type of Interview Requested:**(1) ☒ Telephonic (2) ☒ Personal (3) ☐ Video Conference**Exhibit To Be Shown or Demonstrated:** ☐ YES ☐ NO**if yes, provide brief description:** _____**Issues To Be Discussed**

Issues Rej., Obj., etc.)	Claims/ Fig. #s	Cited Art	Discussed	Agreed	Not Agreed
(1) Section 102	Claim 1	Petropoulos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Section 103	Claim 30	Talegon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3)			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4)			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Continuation Sheet Attached**Brief Description of Arguments to be Presented:**Discuss claim 1 with respect to the Petropoulos reference. Discuss claim 30 with respect to the Talegon reference. See attached claims.**An interview was conducted on the above-identified application on _____.****NOTE:** This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01).**This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.**/Michael P. Shepherd/

(Applicant/Applicant's Representative Signature)

(Examiner/SPE Signature)

Michael P. Shepherd

Typed/Printed Name of Applicant or Representative

64,231

Registration Number, if applicable

Attorney Docket Number: 16113-0632001
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DO NOT ENTER THESE CLAIMS - FOR DISCUSSION ONLY- /KHANH H. LE/

FISH & RICHARDSON P.C.

SUBSTITUTE PTOL-413A (OS-OS)
DOCKET NUMBER: 16113-0631001

1. (Proposed) A computer-implemented method comprising:
generating, at a server, an expandable advertisement comprising:
a compact display format ~~including comprising a control element an associated expansion icon and a presentation of a link to a landing page,~~
an expanded display format comprising a presentation of the link to the landing page, a content portion, one or more content items, and one or more menu options associated with one or more respective content items, where each menu option, in response to a user selection when selected, causes displays the one or more associated content items to be presented in the content portion, and
a control element that, when selected, causes the expandable advertisement to code that enables a client device to transition between the expanded display format and the compact display format without further request from the server upon a user request;
receiving a request for one or more advertisements related to a subject matter of interest ~~to be presented with content associated with a publisher;~~ and
delivering ~~in a single transmission,~~ from the server to a client device, the expandable advertisement in response to the request for one or more advertisements ~~expanded display format in response to the request to be presented with the content associated with the publisher,~~
wherein the generating, receiving, and delivering are performed by one or more computers.
30. (Previously Presented) The computer-implemented method of claim 29, wherein the area-based parameter comprises the price parameter value of at least one advertisement that the expanded display format would cover upon the user request.